

ABSTRACT OF THE DISCLOSURE

The invention reduces power consumption when, for example, a mobile personal computer is in a power-saving mode or when a cellular phone is in a wait mode, in an electro-optical apparatus, such as a liquid crystal display of the subfield drive type used as a display apparatus for various apparatuses. Three different settings "64", "16" and "2" are enabled as the number of gray scale levels in an electro-optical apparatus, the number of subfields becoming smaller as the number of gray scale levels is reduced. When a large number of gray scale levels is not required (when in the power-saving mode, the wait mode, etc.), a low number of gray scale levels is set, so that the own capacitance of a liquid crystal layer and storage capacitance are charged and discharged less often.